

contains: Linoleic acid (as safflower oil) 500 mg. Pyridoxine hydrochloride 1.4 mg. Mixed tocopherole (as antioxidant) 7.12 mg. and propyl gallate .009% as antioxidant."

**LIBELED:** 6-10-60, Dist. N.J.

**CHARGE:** 502(a)—when shipped, the labeling of the article contained false and misleading representations that the article would reduce elevated serum cholesterol levels.

**DISPOSITION:** 7-26-60. Default—destruction.

**6333. LifAnu Food Supplement tablets, Lifelax tablets, and LifeLean tablets.**  
(F.D.C. No. 44375. S. Nos. 74-216/9 P, 92-881 P.)

**QUANTITY:** 225 180-tablet btls., 225 360-tablet btls., and 14 display-type ctns., each containing 288 individually ctn'd. 30-tablet btls., and 6 25,000-tablet drums, of *LifAnu Food Supplement*; 500 100-tablet btls. of *Lifelax*; 280 180-tablet btls. of *LifeLean*, at Fort Worth, Tex., in possession of Lifanu Corporation of America.

**SHIPPED:** Between 11-6-58 and 3-25-59, from Long Island City, N.Y.

**LABEL IN PART:** (Btl.) "LifAnu Food Supplement \* \* \* Containing Fortified organic and natural Vitamins For use as a dietary supplement \* \* \* Manufactured for and Distributed by Lifanu Corporation of America, 2613 Boston (4001 E. Lancaster) Fort Worth, Texas 38588"; (btl. in display-type ctn.) "LifAnu Food Supplement 30 Tablets \* \* \* For Better Nutritional Health—Multiple Vitamins & Minerals For Everybody 1-A-Day Type Containing Organic and Natural Vitamins and Minerals Each tablet contains: \* \* \* Lifanu Corporation of America \* \* \* Fort Worth, Texas"; *Lifelax* (A vegetable laxative) Each tablet contains: Powdered Rhubarb Root, 1 gr.; Powdered Watercress, ½ gr.; Powdered Licorice, ½ gr.; Ammonium Alginate, ½ gr.; Powdered Senna Leaves, 1 gr.; Powdered Parsley, ½ gr.; Powdered Alfalfa, ½ gr. For use as a laxative \* \* \* Warning \* \* \* *Lifelax* is a companion product of LifAnu Food Supplement \* \* \* Lifanu Corporation of America \* \* \* Fort Worth, Texas"; "LifeLean (An Appetite Depressant) Each tablet contains: Caffeine Anhydrous, 48.6 mgm.; Tricalcium Phosphate, 225 mgm.; Yeast Autolysate, 65 mgm.; Phenylpropanolamine, 12.5 mgm.; Methylcellulose, 65 mgm.; For use as an aid in Reducing Diets and as an Appetite Depressant \* \* \* LifeLean is a companion product of LifAnu Food Supplement \* \* \* Lifanu Corporation of America \* \* \* Fort Worth, Tex."

**ACCOMPANYING LABELING:** Sales manuals entitled "Handbook and Sales Manual"; leaflets entitled "Here's Great News for the whole family" and "Think before you decide"; and pamphlets entitled "The Lifanu idea."

**RESULTS OF INVESTIGATION:** The labels for the 180-tablet and 360-tablet bottles of *LifAnu Food Supplement* and labels for the *Lifelax* and *LifeLean* were supplied to the manufacturer by the dealer. The article in the display cartons was repacked and labeled as described above by the dealer from the article in bulk drums shipped as described above.

**LIBELED:** 4-22-60, N. Dist. Tex.

**CHARGE:** 502(a)—when shipped and while held for sale, the labeling of the articles contained false and misleading representations that the *LifAnu Food Supplement* was adequate and effective for the treatment and prevention of weakness; heart disease; muscular dystrophy; multiple sclerosis; meta-

holic diseases; poor health; headache; nervousness; indigestion; dryness of the skin; vague aches and pains; digestive upsets; constipation; diarrhea; irritability; insomnia; inflammation of the mouth; mental depression; neuritis; loss of weight; swelling and reddening of the tongue; fatigue; reddening of the lips; dizziness; loss of muscle tone; soreness about the angles of the mouth; premature old age; anemia; weak blood; lowered resistance; burning eyes; tired, over-sensitive eyes; inability to see well at night; poor teeth and gums; depressed feelings; poor absorption of vitamins and minerals from the nutrients in the daily diet; circulation diseases; hardening of the arteries; heart attack; cerebral hemorrhage; blood clot; poor eyesight; itches, burns, and sensations of roughness of the eyes; feeling of insufficiency or depression; muscle and joint pains; irregular bowel habits; severe constipation; lack of vigor; night blindness; infections entering through the eyes, ears, tongue, intestines, sinuses, and bladder; colds; nerve degeneration; loss of hair; fat in the liver; poor sex function; polio; pneumonia; lack of normal growth; poor heart action; arthritis; nearsightedness in children; sterility and lack of sex interest; paralysis; muscle pains; flabby muscles; prolonged blood clotting time; injury to the liver; jaundice and obstruction of the bile duct; hemorrhages in muscles and organs; goiter; abnormal mental health; and skin and hair troubles; and that the article would produce buoyant health, vitality, energy, and happiness, aid body assimilation processes; produce growth, development, and resistance to disease in children; result in longer life and freedom from the symptoms of old age; excite the blood forming processes; provide full release and utilization of body energy and proper fat metabolism; maintain blood vessels and connective tissues in good condition and preserve the strength of the capillary walls; protect the thyroid gland and build strong bones and teeth; and maintain better physical condition of the intestinal tract; that the *Lifelax* was needed to sustain life, and that the *Lifelax's* content of parsley contributed to the promotion of health; that its content of alfalfa caused it to have a diuretic effect and would help flush the bladder without harmful effects; that it contained watercress containing many minerals, vitamins, and enzymes helpful in the dietary intake; that its content of senna leaves would increase the appetite; that the article enabled the vitamins, minerals, and protein in the diet to be more effective; and that it would assist the Lifanu Corp. products to do a more effective job and aid in their utilization; that use of *LifeLean* would result in leanness throughout life and that *LifeLean* was adequate and effective as an appetite depressant and to curb the appetite and to lose weight.

The libel alleged also that the *LifAnu Food Supplement* was misbranded under the provisions of the law relating to foods, as reported in notices of judgment on foods.

DISPOSITION: 7-6-60. Consent—claimed by Lifanu Corp. of America, Fort Worth, Tex., and relabeled.

6334. Valer-Relax capsules. (F.D.C. No. 44578. S. No. 17-410 R.)

QUANTITY: 7 btls. at Englewood, Colo.

SHIPPED: 4-7-60, from Oakland, Calif., by Professional Products Co.

LABEL IN PART: (Btl.) "50 Capsules \* \* \* Valer-Relax \* \* \* Professional Products Co., Oakland, Calif. \* \* \* This is an herb food supplement and contains: Valerian Root, 390 Mg.; Peruvian Bark, 9 Mg.; Vervian Root, 9 Mg.; Raspberry Leaves, 9 Mg.; Cola Nuts, 9 Mg.; Hop Leaves, 9 Mg.; Liverwort Root, 9 Mg.; Orange Flowers, 9 Mg."